



Initiative Strategy

What We've Done

- Open for Business Brand
- Mentorship Series
- Interactive Dashboard
- Micro Business Relief Fund



Survive & Thrive

Plan for a two-part approach to supporting small business

Survive

Today

Expanding programs,
connecting to partners,
creating an umbrella
ecosystem

Thrive

Tomorrow

Keeping the momentum
going and helping
businesses pivot



Survive Thrive

**Open for Business
Website**



**Open for Business
Platform**

Ecosystem Support
Community has come together



Innovation
Our community is together

**Access to
Capital**



**Access to
Capital**

**Workforce
Displacement**



**Workforce
Readiness**

Survive

Virtual Command Center

Central Info Sharing Platform

- Re-opening best practices
- Recovery support one stop shop
- SMB promotion (open 4 biz)
- PPE Connections for SMB
- Consumer/Employee Confidence

Ecosystem/Partner Support

- Existing Partner Grants
- B2B Grants

Small Business Access to Capital

- Micro Business Relief (expand)
- Small Business Relief (6-25 emp)

Rapid Response Workforce Support

- CLT Career Pivot Bootcamp
- Job Placement Coordination

Thrive

Workforce Readiness Programs

- Intensive Career Cohorts
- CLT Career Pivot Bootcamp

Business Innovation

- B2C Small Business Accelerator
- Resilient Restart Program

Thrive Business Grants

- Innovate Business Grant
- Thrive Hiring Grant



Thrive

Open for Business Website

Meeting the needs of an evolving business landscape

Phase III

- Phase III content and resources will be determined to meet evolving needs of the small business and workforce community
- Will be leveraged as a tool to bring new jobs to Charlotte through Business Recruitment and Expansion of existing companies



Talent Development Programs

- **Intensive Career Cohorts**
 - Example: Technology Training Program
 - Example: RENEW Training Program

Intensive Career Cohorts

Cohort-based career development programs that provide extensive training and guaranteed job placement

- Areas being considered: Technology, Skilled Trades, Trade & Logistics, Workplace Sanitation, Back Office Operations
- Directly tie training to employment opportunities that were discovered through Job Placement Coordination outreach
- Duration of training will vary based on industry needs

Launch skilled
trades cohort
July 1



6 weeks to build
and recruit
additional
cohorts



Solicit employer
commitments

Example: Technology Training Program

Expand existing technology programs to place residents in high demand technology jobs

- Paid training and work-based learning experience
- Guaranteed job placement in a high demand career with good wages & benefits



Example: RENEW Training Program

The City is soliciting training providers and employers to partner in a career cohort around Renewable Energy and Energy Efficiency.

- Supports an in-demand job sector and provides residents with valuable trade skills
- Helps the City achieve SEAP goals
- Paid training and work-based learning experience



Business Innovation

- B2C Small Business Accelerator
- Resilient Restart Program

B2C Small Business Accelerator

Retooling our small businesses for a new normal

- Virtual accelerator with ~10 companies per cohort tailored to local small business post-COVID needs
- Creates 1st of its kind 'marketplace' & 'app store' serving up the tools our small businesses require to pivot
- Partnership forming between City of Charlotte, NCGA, CFH, and TechStars



Resilient Restart Program

Intensive resiliency & continuity plan curriculum for small businesses

- Resiliency plan is critical to small business stabilization
- Curriculum provides cohort based training approach to risk/crisis management and business continuity
- Half of each cohort is reserved for MWSBEs



Thrive Business Grants

- Innovate Business Grant
- Thrive Hiring Grant

Innovate Business Grant

Access to capital to launch new innovative strategies and tools

- Purchase new technology hardware
- Deploy new technology tools from B2C accelerator
- Obtain other business development tools

2 weeks to develop program



Through 12/31 award grants
to companies

Thrive Hiring Grant

Incentivize companies to hire and put residents to work

- Creates new jobs in our City that can provide opportunities to our unemployed residents
- Offset the expense of hiring those who have retooled their careers to take new opportunities
- Building off Opportunity Hiring Grant, this is a cash grant, paid out monthly, per employee hired
- Existing and new businesses are eligible

2 weeks to develop program



Through December 31
award grants to companies

Testimonial

*The City of Charlotte's Economic Development Team has been a terrific **partner** and **supporter** of Central Piedmont's Small Business Center. Their ongoing work to help **connect**, **grow**, and **bolster** small business development is an asset to the community and our Small Business Center as a resource partner...Whether it's expertise, marketing, or another need to support a small business initiative **I know I can count on them.***

-Renee Hode, Executive Director, CPCC



Next Steps

EXECUTE.

- Rapidly deploy capital to small businesses & resource partners
- Rapidly stand up workforce readiness portal to prepare residents for new careers
- Bring new jobs to our City to provide stability for our residents
- Stand up Open for Business platform with critical information needed for small businesses, workforce and residents
- Prepare to execute THRIVE initiatives while remaining nimble and responsive

